

## **BUSINESS TO BUSINESS/HOSTING**

Sponsorships provide a fabulous hosting opportunity. Specifically, companies use the event or program as a reason to invite key customers to be their guests to attend the activity. This can be used tactically, for specific top-to-top discussion, as a "relaxed forum for selling", right down to a hospitality suite to thank employees for their continued support. For example, sponsorship of the Toronto Blue Jays enables corporations to mingle with key clients and personnel at the most popular sporting activity currently in the city of Toronto.

### **Tactics for Business to Business Objectives**

*Reception (dinner/luncheon/breakfast/cocktail).* Holding receptions before, during and/or after the event is a relaxed forum to interact with clients, key customers or simply to build relations with potential business partners.

- The event organiser may opt to host an "all-sponsors" reception or the sponsor may choose to entertain on their own.
- Event organisers can add value to this tactic by suggesting ways to enhance the reception, i.e., negotiate for an athlete/performer appearance, provide use of a particular display unit/banners/posters, advise sponsor of "official" or "host" hotel.

### ***Other Tactics Include***

- A themed picnic event where all family members of key target groups can attend.
- A special sponsor-only showing of a ballet or museum exhibit; a sponsor could then invite key clients/employees, etc. and encourage them to bring their families.
- A private clinic where, prior to a big race, the participating athletes run a clinic for sponsors and their families.
- Hospitality booths/boxes/tents at the event are an ideal way to provide another forum for interaction.

### **Key Considerations for Receptions**

- Name tags preference; name only, name and company, name and title?
- Seated or buffet style?
- Seating list required?
- Formal invitations? Letter? Who should this letter come from?